

Tobacco Prevention Program Community Grants Program Guidelines

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Important Dates

December 30, 2004	RFP Released
January 28, 2005	Letters of Intent Due
1 st week, February	Proposal Assistance Meeting
February 25, 2005	Question Deadline
March 7, 2005, 4:00pm	Proposals Due
April 1, 2005	Award Notifications Mailed
July 1, 2005	Projects Begin

Contact Information

Public Health – Seattle & King County
Tobacco Prevention Program
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I. INTRODUCTION AND BACKGROUND

Introduction to the Community Grants Program

The Public Health – Seattle & King County Tobacco Prevention Program is pleased to announce the availability of grant funds to support tobacco prevention and control efforts throughout King County. Grants funded by this program will help build capacity in community organizations to provide tobacco prevention services, help King County residents quit smoking, help the young people of King County resist tobacco use, and reduce the exposure of King County residents to secondhand smoke.

The minimum proposal amount is \$5,000. The Tobacco Prevention Program has a total of \$100,000.00 available. Cash or in-kind match is required for funding.

II. COMMUNITY GRANTS PROGRAM DESCRIPTION

Fundable Activities

Grants awarded through the Tobacco Prevention Program will:

- Build capacity to provide tobacco prevention services;
- Reduce youth access to tobacco;
- Promote cessation; and/or
- Reduce exposure to secondhand smoke.

All grants **must**:

- Clearly and strongly support the mission and goals of the Tobacco Prevention Program.
- Incorporate the CDC's Best Practices for Comprehensive Tobacco Control Programs as appropriate (<http://www.cdc.gov/tobacco/bestprac.htm>).

Types of Proposals Not Funded

Under this program, the Tobacco Prevention Program will **not** consider applications for:

- Travel (as a significant portion of the budget)
- Nicotine replacement therapies
- Projects focusing on substances other than tobacco
- Replacement funds
- Building improvements
- Construction
- Lobbying
- Real estate purchase or development
- Individuals
- Building endowments
- Supporting operating deficits
- Retiring debt
- Capital purchases

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Project Budget and Use of Funds

The Tobacco Prevention Program expects that funds allocated through this grant program will support program development, implementation, and coordination for the proposed project. Funds may not be used to sustain existing programs, but may be used to enhance existing programs. Additionally, funds may not be used for capital expenditures, equipment expenses over \$1,000 per unit, or as substituted support for existing staff. Grant funds may not support any efforts to engage in any political activities or lobbying, including, but not limited to, support of or opposition to candidates, ballot initiatives, referenda or other similar activities.

The Tobacco Prevention Program limits administrative overhead on grants to no more than 20%. Administrative overhead includes:

- Operating and maintaining buildings, grounds, and equipment
- Depreciation
- Administrative salaries
- General telephone expenses
- General travel
- Office supplies

Who May Apply

Funding is available only to government agencies, school entities, Native American tribes, and legally constituted tax-exempt 501(c) organizations.

To avoid any real, potential, or perceived conflict of interest between the Public Health – Seattle & King County Tobacco Prevention Program grant recipients and tobacco-related entities, the Tobacco Prevention Program will not award a grant to any applicant that is in current receipt of any grant monies or in-kind contribution from any tobacco manufacturer, distributor, or other tobacco-related entity. In addition, the Tobacco Prevention Program expects that a grantee will not accept any grant monies or in-kind contribution from any tobacco manufacturer, distributor, or other tobacco-related entity over the duration of the grant.

III. Application Guidelines and Review Criteria

How to Apply

Application forms can be found included in the Appendix section of this RFP. Additionally, the Tobacco Prevention Program offers all RFP documents on its website (<http://www.metrokc.gov/health/tobacco>). Proposals are accepted in hardcopy format only and must be received by the date and time listed in the Important Dates section. Mail or hand-deliver one (1) signed original and four (4) signed copies to:

Public Health – Seattle & King County
Tobacco Prevention Program
Attn: Mark Sherard
999 3rd Avenue, Suite 500

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Letter of Intent

A letter of intent must be mailed to the Tobacco Prevention Program to announce your organization's intent to submit a proposal. The letter may not exceed one (1) page and must be received by the date listed in the Important Dates section. Proposals received from organizations that have not submitted a Letter of Intent by the date listed in the Important Dates section will not be considered for funding.

Application Order, Format, and Instructions

I. Proposal Face Sheet (one page form)

The Proposal Face Sheet captures information about the organization submitting the proposal; contact information for the applicant, project contact, and fiscal contact, and budgetary information for the proposal. The organization's proposal will follow the Proposal Face Sheet. Use the format and page specifications described below. Applications that do not follow the instructed format may be considered non-responsive.

II. Executive Summary (one page maximum)

The Executive Summary should capture the essential elements of the proposal and give the reviewers a brief yet thorough overview of the project. Touch upon all key sections included in the main body of the proposal, including the need for and rationale behind the project, goals, major project activities, organizational capacity, funding amount requested, and use of funds. **Do not exceed one page.**

III. Program Narrative (10 pages maximum)

Three sections comprise the Program Narrative: A. Problem/Issue Description, B. Project Rationale, and C. Detailed Project Description. **Together these sections must not exceed 10 pages.** Following are the instructions for each section of the Program Narrative:

The Program Narrative must convince the reviewer that the project responds to a clear, documented need in an appropriate, innovative way. This section must be logical and thorough, leaving no doubt in the reviewer's mind that the proposed project clearly addresses the problem or issue and the applicant fully understands the pertinent issues.

A. Problem/ Issue Description

- What is the problem or issue that this project will address?
- Who is affected by this problem or issue?
- Is this problem or issue currently being addressed? By whom?
- Who can or should be addressing this problem or issue?
- What policies, systems, and or attitudes need to change in order to address this problem?
- Why hasn't this problem or issue been resolved?

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- How is your agency positioned to address this problem or issue?
- What limitations does your agency face in addressing this issue?

B. Project Rationale

Describe the process used for developing the project. Include who participated (staff and community/organization members, what information and data was considered, what other projects were proposed to address this problem or issue (if any) and the rationale used in choosing this project over other approaches. Also include a copy of any instrument used in developing your project such as logic models and strategic planning worksheets.

C. Detailed Project Description

Use the Project Matrix and Program Plan provided in the appendix to answer the following questions.

1. What section goal or project does your proposal support or enhance?
2. What is the title of your project?
3. Who is the target audience of your project?
4. What are the specific activities that will be undertaken and completed for this project? (use a new box for each activity)
5. What is the objective of the project?
6. When will the activities be completed? (Use Timeline Sheet located in the Appendix)

IV. Management Plan (two pages maximum)

This section should include the staffing and management plan for the project. **Do not exceed two pages.**

- Who will oversee the project?
- Who else will work on the project?
- How much time will each staff member devote?
- Does the project require the hiring of new staff?

V. Evaluation and Dissemination (four pages maximum)

Describe the project's evaluation plan. Include a design for both a process and outcome evaluation. The process evaluation should assess the methods used in implementing the project, and the outcome evaluation should determine whether the goals and objectives of the project were met. Questions to consider include:

- What data will be collected?
- When and how will the data be collected?
- Who will conduct the evaluation?

Describe the dissemination plan for the project results. Evaluation loses much of its value if the results are not shared with people and groups focusing on similar issues. The Tobacco Prevention Program seeks projects that further knowledge in the field of tobacco control and represent innovative models for change. **Do not exceed four pages.**



VI. Budget Request Form and Budget Narrative (no page limit)

The budget contains two sections: the Budget Request and Budget Narrative. The Budget Form is located in the Appendix section. Important: Provide accurate amounts for FY 2005 and FY 2006. Unused funds in FY 2005 cannot be carried forward to FY 2006.

The Budget Narrative should provide a line item explanation and justification for expenses identified in the Budget Request. Ensure that each expense clearly relates to and is referenced in the program narrative. The budget must be cost-effective and appropriate to the scope and nature of the project. In the Budget Narrative, provide explicit detail regarding each expense. Provide detail for each salary including name of position, base salary, amount of time devoted to the project, and amount of salary requested in the grant. Include the fringe benefit rate. Line items over \$500 must be broken down by item and per unit cost.

VII. IRS W-9 Form (one page form)

This form is available on the IRS website (<http://www.irs.gov>), the Tobacco Prevention Program website (<http://www.metrokc.gov/health/tobacco>) or in hardcopy format by request.

VIII. Other Appendix Items (10 pages maximum)

Please limit appendices to ten (10) pages of relevant supporting documents. Documents may include letters of collaboration, letters of support, staff resumes or biographies, position descriptions.

Review Process and Criteria

Scoring is based on a 100-point scale. Proposals must receive a minimum of 75 points of the 100 possible points to be considered for funding. Reviewers will assess each application based on the following criteria:

- 1) Proposal Face Sheet – Pass/Fail
- 2) Executive Summary – 5%
- 3) Program Narrative
 - a) Problem/Issue Description – 20%
 - b) Project Rationale – 20%
 - c) Goals and Measurable Objectives – 20%
 - d) Project Matrix Sheet – Pass/Fail
 - e) Timeline Sheet – Pass/Fail
 - f) Management Plan – 5%
 - g) Evaluation and Dissemination – 10%
- 4) Budget and Budget Narrative – 15%
- 5) IRS W-9 Form – Pass/Fail

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6) Overall Quality and Relevance – 5%

All applications submitted will undergo a multi-stage process that may include:

- Technical analysis by Tobacco Prevention Program staff; and
- Review by peer panels comprised of tobacco control leaders.

The Tobacco Prevention Program will announce funding by the date listed in Important Dates section. Depending on the result of the review process, applications will be categorized as one of the following:

- Non-responsive to guidelines;
- Approved pending negotiations; or
- Declined.

The Tobacco Prevention Program will notify the applicant of the funding decision by mail. The notification will include information on the process of appealing a funding decision.

In the event the Tobacco Prevention Program accepts a proposal, the award amount may vary by circumstance, need, and program model and may differ from the amount requested.

Submission of grant application, even one that meets all grant requirements, does not guarantee receipt of an award.

Right of Appeal

Unsuccessful proposing parties have the right to an appeal. Appeals should be limited to the RFP process only, and may not affect the outcome of decisions. All appeals must be filed within ten (10) working days of receipt of notification, and must state all facts and arguments upon which the appeal is based. The division manager will review all applicable materials and provide a written determination within thirty (30) days of receipt of the appeal. Appeals must be made in writing to:

Public Health – Seattle & King County
Attn: Hikari Tamura
Acting Division Manager, Prevention Division
999 Third Ave., Ste. 500
Seattle, WA 98104

IV. Questions and Assistance

Proposal Assistance Meeting

A Proposal Assistance Meeting has been scheduled to provide clarity regarding the RFP, convey basic information about the Tobacco Prevention Program, and answer questions from potential applicants. All organizations that submit a Letter of Intent will receive time and location information for the Proposal Assistance Meeting and will be required to attend.

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Technical Questions

For reasons relating to equity and quality, the Tobacco Prevention Program will not be providing information concerning this RFP by telephone. Questions will be handled at the Proposal Assistance Meeting or through written inquiries received by the deadline listed in the Important Dates section. Written inquiries concerning this RFP will be accepted and posted via the Public Health - Seattle & King County website (<http://www.metrokc.gov/health/tobacco/>) in addition to a fax or email sent in response to the question. Questions can be submitted to the Tobacco Prevention Program staff by fax, email, or mail.

V. Additional Information

Grant Awarding and Reporting

Upon award of a grant, the Tobacco Prevention Program will reimburse the organization for all grant funds. Financial and progress reports, and invoices for incurred expenses are required monthly. A final narrative at the end of the grant is required.

VI. Appendix

General Information

- A. King County is an Equal Opportunity Employer, and does not discriminate against individuals or firms because of their race, color, creed, marital status, religion, age, sex, national origin, sexual orientation, or the presence of any mental, physical or sensory handicap in an otherwise qualified handicapped person.
- B. All submitted proposals and evaluation materials become public information and may be reviewed by appointment by anyone requesting to do so at the conclusion of the award process. This process is concluded when a signed contract is completed between King County and the selected proposing party. Please note that if an interested party requests copies of submitted documents or evaluation materials, a standard King County copying charge per page must be received prior to processing the copies. King County will not make available photocopies of pre-printed brochures, catalogs, tear-sheets or audio/visual materials that are submitted as support documents with a proposal. Those materials will be available for review per the discretion of the Tobacco Prevention Program.
- C. No other distribution of proposals will be made by the proposing party prior to any public disclosure regarding the RFP, the proposal, or any subsequent awards without written approval by King County. For this RFP, all proposals received by King County shall remain valid for a minimum of ninety (90) days from the deadline for submissions. All proposals received in response to this RFP will be retained by the Tobacco Prevention Program.
- D. Proposals shall be prepared simply and economically, providing a straightforward and concise yet complete and detailed description of the proposal's abilities to meet the requirements of this RFP. Fancy bindings, colored displays and promotional materials are not desired, nor do they in any way influence the decision making process. Heavy emphasis will be placed upon completeness of content.
- E. Proposals submitted under this RFP shall be considered public documents and with limited exceptions, proposals that are recommended for grant award status shall be available for inspection and copying by the public.

***If any portion of a proposal is considered to be protected under the law, the proposing party shall clearly identify each said portion with wording such as "confidential," "proprietary," or "business secret." If a request is made for disclosure of legally covered portions, the County will have sole determination rights over whether the material should be made available under the law. If the material is not exempt from public disclosure law, the County will notify the proposing party of the

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request and allow said party five (5) days to take whatever action deemed necessary to protect its interests. If the proposing party fails or neglects to take such action within the said period, the County retains the right to release the portion of the proposal deemed subject to disclosure. By submitting a proposal, the proposing party assents to the procedure outlined in this paragraph, and shall have no legal claim against the County on account of actions taken under such procedure.***

- F. The Washington State Public Disclosure Act (RCW 42.17) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the Act, or are otherwise privileged, as outlined above.
- G. King County reserves the right to reject any or all proposals that are deemed not responsive to its needs.
- H. In the event it becomes necessary to revise any part of this RFP, addenda shall be provided to all proposing parties who, to the knowledge of Tobacco Prevention staff, received the original RFP and an update will be made to the Public Health – Seattle & King County Tobacco Prevention Program website.
- I. King County is not liable for any cost incurred by the proposing party prior to issuing the grant.
- J. A grant may be negotiated with the proposing party whose proposal would be most advantageous to King County in the opinion of the Tobacco Prevention Program, after all factors are considered. King County reserves the right to reject any or all proposals submitted.
- K. It is proposed that if a selection is made as a result of this RFP, a fixed grant price will be negotiated. Negotiations may be undertaken with the proposing party which is considered to be the most suitable for the work. This RFP is primarily designed to identify the most qualified agency/organization. Price and schedule will be negotiated with the “first choice” proposing party. Negotiations may be instituted with the second choice and subsequent proposing parties until the project is canceled or an acceptable grant is executed.
- L. Any department within King County may desire to place orders against this contract. King County retains the right to add or delete departments as needed.
- M. The contents of the proposal of the selected proposing party shall become contractual obligations if a grant ensues. Billing must occur on a monthly basis, falling on the 15th of the following month, except in the last month of funding, which must be paid out by the 15th of that month. King County reserves the right to revoke a grant at any time due to inconsistent or insufficient billing by the proposing party.
- N. A contract between the proposing party and King County shall include all documents mutually entered into, specifically including the contract instrument, the RFP, and the response to the RFP. The contract must include, and be consistent with, the specifications and provisions stated in the RFP.
- O. No news releases pertaining to this RFP, the services, or the project to which it relates, shall be made without prior approval by, and then only in coordination with Public Health – Seattle & King County, Tobacco Prevention Program
- P. King County Code 4.16.025 prohibits the acceptance of any proposal after the time and date specified on the RFP. There shall be no exceptions to this requirement.
- Q. King County agencies’ staff are prohibited from speaking with potential proposing parties about the project during the solicitation process.
- R. The selected proposing party shall furnish general liability (Commercial General Liability) in the amount of \$1,000,000 combined single limit; \$2,000,000 aggregate. In addition, evidence of Workers’ Compensation and Stop-Gap Employer’s Liability shall be \$1,000,000. Such policy shall endorse King County, and its appointed and elected officials and employees as additional insured parties. King County reserves the right to approve deductible/self-insured retention levels and the acceptability of insurers. A copy of the King County Certificate of Insurance Form is available for review by calling King County Procurement Services at (206) 296-4210.
- S. In accordance with the provisions of Washington State Initiative 200, no county utilization of minority-owned business’ and women-owned business’(collectively referred to as “M/WBE’s”) requirements shall apply to this contract. No minimum level of M/WBE subcontractor participation or purchase from M/WBE certified vendors is required. In addition, no preference will be given by the County to a bidder or proposal for their M/WBE utilization or M/WBE status. Provided, however, that any affirmative action requirements set forth in any federal regulations or statutes included or referenced in the contract documents will continue to apply. King County encourages the utilization of M/WBE’s in County contracts.

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Tobacco Prevention Program Plan

Mission: The mission of the Tobacco Prevention program is to prevent tobacco use, addiction, and exposure to second hand smoke.

Vision: We will provide innovative and community based education, interventions and regulatory enforcement.

Compliance and Community Outreach:

1. **Goal:** Reduce use and possession of tobacco products by youth under 18

Projects / Objective:

- Retailer Education / Increase and maintain a retailer compliance rate of 94%
- Social Sources Marketing Campaign / Reduce youth access to tobacco via social sources
- Youth Access National Conference / Raise awareness of current and pressing issues concerning youth access to tobacco on a national level
- DASA Contract / Conduct additional compliance checks out side of King County

2. **Goal:** Reduce exposure to secondhand smoke in public places through voluntary compliance and policy creation

Projects / Objective:

- Smoke-Free Dining Guide / Increase demand for smoke-free restaurants and bars
- GLBT Smoke-Free Events / Increase support for smoke-free events and venues in the LGBT community
- Restaurant and Bar Campaign / Increase the number of smoke-free restaurants and bars in King County
- Restaurant Coalition / Empower restaurant and bar owners to advocate and support a smoking ban
- Home and Auto / Decrease secondhand smoke exposure in the home
- Built Environment / Develop and research the benefits of constructing smoke-free buildings
- Work with hospitality union to gather data on worker opinion on smokefree working environment / Create a worker coalition to advocate for smokefree environments in all workplaces

3. **Goal:** Serve as an authority on secondhand smoke issues

Projects / Objective:

- Public 2HS ED / Increase public awareness of secondhand smoke issues and promote smoke-free establishments

4. **Goal:** Counter and resist efforts by tobacco corporations to use sponsorship and other means to market to specific at risk populations.

Projects / Objective:

- Art Patch / Decrease the reliance on funding from tobacco corporations in the arts and culture community.

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Education:

1. **Goal:** Build capacity to provide prevention and cessation and eliminate barriers to treatment.

Projects / Objective:

- Educate Providers/Brief Intervention / Increase Brief Interventions in hospitals
- GLBT Cessation Support Group / Increase the number of quit attempts made in the LGBT community
- API Community Outreach / Build capacity in tobacco prevention and control among the American Asian Pacific Islander community
- Tobacco Cessation Outreach to Incarcerated Individuals / Promote tobacco cessation services and institutionalization of tobacco services among incarcerated women
- API Youth Tobacco Cessation / Promote youth smoking cessation while eliminating health disparities related to tobacco use among different population groups
- Tukwila High School T.A.T.U / Prevent the initiation of tobacco use among youth at Tukwila High School
- Educate PHSKC Staff / Promote Systems Change Within PH
- Educate Service Providers in Homeless Community / Decrease tobacco use in the homeless community

2. **Goal:** Provide outreach and education

Projects / Objective

- Quitline Promotion / Increase King County participation in the state tobacco quit line
- Community College Outreach / Increase in tobacco prevention activities conducted by community colleges

3. **Goal:** Develop and manage materials for the community

Projects / Objective:

- Material Design and Distribution / Increase community access and awareness of cessation resources
- Program Website / Provide up-to-date and relevant resource to community

Strategic Planning and Evaluation

1. **Goal:** Ensure that all program projects are strategic

Projects / Objective:

- Strategic Planning / Ensure that all projects strategically work toward achieving a section goal
- School Based Tobacco Prevention Intervention Assessment / Provide accurate and timely information on the allocation and use of school-based tobacco prevention and cessation services among high-risk, low-income teens
- Built Environment Research / Develop and research the benefits of constructing smoke-free buildings

2. **Goal:** Solicit community feedback and ideas

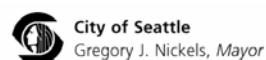
Projects / Objective:

- Advisory Council / Enlist community feedback and direction for the program

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3. **Goal:** Provide program with an update on performance measures

Projects / Objective:

- Evaluate projects / Increase effectiveness of ongoing and new projects
- Program Workplan / Provide section managers with an accurate and timely progress report
- Database Development / Create a user-friendly restaurant and bar database

Grants and Contracts

1. **Goal:** Acquire new revenue sources to strengthen and enhance the programs mission and goals

Projects / Objective:

- Grant Acquisition / Increase revenue for the Tobacco Prevention Program

2. **Goal:** Provide an account of contractual program activities to the state DOH

Projects / Objective:

- Catalyst / Increase DOH awareness of Tobacco Program activities and projects

3. **Goal:** Involve the community in tobacco prevention activities

Projects / Objective:

- RFP / Grant out \$100,000 to increase community involvement in tobacco activities
- Mini-Grants / Provide money for community partners to implement small tobacco prevention projects and activities

4. **Goal:** Provide administrative support for tobacco prevention program as needed by PHSKC

Projects / Objective:

- Admin Support / Provide administrative support for tobacco prevention program as needed by Public Health - Seattle & King County

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PROPOSAL FACE SHEET**ORGANIZATION INFORMATION**

Organization	
Address	
Administrator	
Project Lead	
Phone	
Email	

Type of Organization (Please Check One)

- ☐ Private non-profit with 501 (c) tax-exempt status.
(Include a copy of IRS determination letter)
- ☐ Government entity or tribal organization

Project Title: _____

Amount Requested: _____

AUTHORIZED SIGNATURE

DATE

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Project Matrix

	What is the long-term desired societal change?	The focus of a project and the achievable outcome specific to that project.	What short-term tasks are needed to qualitatively change the systems?	What are the measurable outputs of the project?
Project Name	Goal	Objectives	Activities	Deliverables

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Project Timeline

<i>TASK</i>	<i>JUL</i>	<i>AUG</i>	<i>SEP</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>	<i>RESPONSIBILITY</i>
PLANNING OF SUMMIT													PROJECT MANAGER
SUMMIT EVENT													PROJECT MANAGER, PROJECT SUPPORT STAFF

Custom forms may be created for organizations that feel it necessary to supply additional information.

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Budget Worksheet

Budget Category	Amount Requested this RFP		Matching Amounts and Other Funding for this Project (cite sources)		TOTAL	
	FY 2004	FY 2005	FY 2004	FY 2005	FY 2004	FY 2005
Staff (by name/title) (\$\$ x hours = total)						
Supplies						
Tobacco Prevention Materials						
Sub-Contracts						
Transportation						
Other (Specify)						
Overhead (not to exceed 20% of total award)						
Total Per Year						
Grand Total (FY 2004+FY 2005)						

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